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FILM CHIEFS IN CONFERENCE

You wouldn't think of Bournemouth for important business that affects us all, but at the Town Hall the Cinema Exhibitors Association is assembled to plan our cinema entertainment. The Conference is under the chairmanship of Councillor Mears. High on the agenda is the crippling entertainment tax. As a welcome break to their labours comes the world premiere of "Happy Go Lovely" with a bevy of happy levelies to sell souvenir programmes.

A.B.C. Chairman Sir Philip Warter greets the guests ... Councillor and Mrs. Mears.

Pat Dainton is escorted by Kieron Moore.

Jean Dowling The Mayor and Mayoress of Bournemouth.

And now the Grand Old Man of the Stage - George Robey. There couldn't be a better judge of a film which aims to make everybody happy than the Prime Minister of Mirth himself.